LEE'S CLASSIC HE-MAN LOOSE FIGURE GUIDE

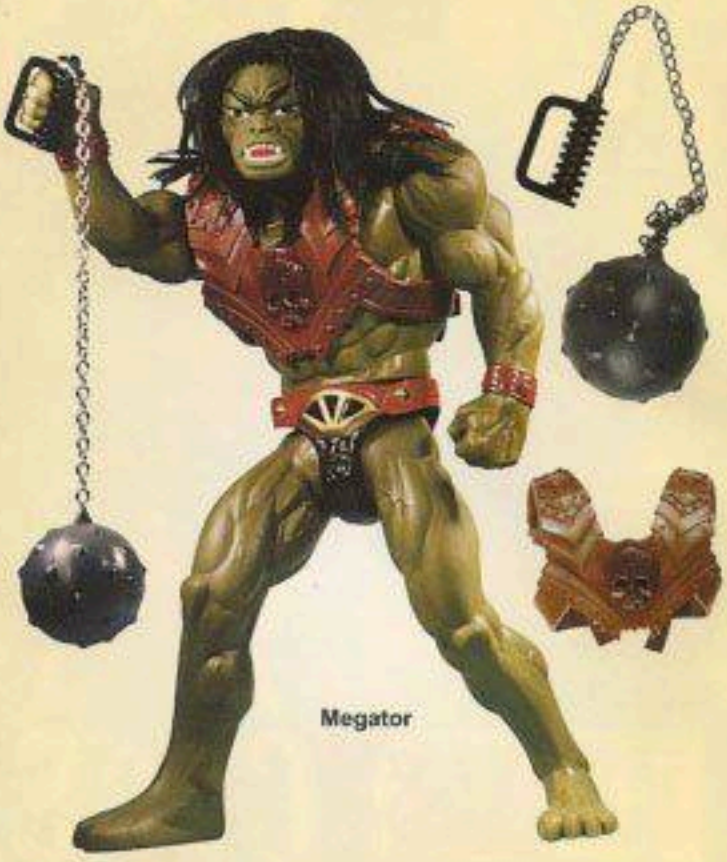
No other male action brand answers the clarion call of "action figure" like Mattel's Masters of the Universe. With its debut 23 years ago, the term "action figure" was totally redefined. Before the brand's 1981 launch, there was very little "action" to action figures. You could pose them, a little, but aside from that they didn't "do" much. Masters of the Universe figures were different — very different. Each figure had character dedicated play action features built right in. Buzz-Saw Hordak's saw blades burst out of his chest; Dragstor had "Roarin' Ripcord Action"; Clamp Champ had "power pincers that snatched evil foes." Torsos twisted, fists hammered, sword arms sliced, and noxious bodily functions functioned — witness Mosquitor and/or Stinkor. The brand was born in direct response to the popularity of "sword & sorcery" fantasy of the day. That trend was spawned in large part by the popularization of Tolkien's Lord of the Rings trilogy, the Ralph Bakshi/Saul Zaentz animated film based on the first half of same, and the Dungeons & Dragons RPG phenomenon. Things, as it would seem, have come full circle.

As popular as high fantasy had been up to the point of the brand's debut, the trend was already on the wane; Mattel really had just caught the tail of a really big wave. By the time the third and final Star Wars film came out, sci-fi had virtually eclipsed high fantasy as a going concern. Designers for the Masters of the Universe line had already begun working sci-fi and space fantasy elements into the line. The change was perhaps most evident in the vehicles and accessories. Although there was always a mechanistic element to the Masters accessories, creature-like items such as Stridor and Night Stalker (both demi-mechanized destriers), and dino-mounts Tyrantisaurus Rex and Bionatops, gradually gave way to especially space-like vehicles such as the Laserbolt and Blasterhawk. Big fantasy theme playsets like the Castle Grayskull and Snake Mountain would ultimately give way to vehicle/playsets like the Starship Eternia (He-Man).

Beyond form and substance, Masters of the Universe became the model for something else — the now institutionalized partnership between toy manufacturer and children's television programmers. Things were just never the same afterward. Numerous copycat lines arose in response to the brand's popularity, but none would enjoy the popular appeal of Masters of the Universe.

The original, and hugely successful, Masters of the Universe run was capped, in 1990, by Mattel's comparatively short-lived He-Man line. High fantasy had gone deathly still as an entertainment concept, years before. Science fiction-based fantasy shaped the marketplace in the early '90s, due in no small part to the influence of Star Trek: The Next Generation. Whereas Masters of the Universe broke the mold of convention, the He-Man line took the shape of the vessel it was poured into.

With high fantasy entertainment properties at center stage once again, Mattel's Masters of the Universe came to the fore of the action figure collecting mindset again, in 2002. This guide shall serve as a pictorial reference to most of the domestic releases from both lines, through the end of the original line. It does not cover the 2002 relaunch or any figures released subsequent to that. Additionally, it offers rare glimpses at vintage overseas items, such as the large format figures Tytus and Megator. It is the most comprehensive guide to vintage Masters of the Universe and He-Man action figures and accessories published to date, and features many updates to the previous guide.



Megator

Tytus

Publisher
Leonard J. Lee III

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James A. Tomlinson

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Stinkor

Stonedar

Sy-Klone

Teela

Stratos

Trapjaw

Tri-Klops

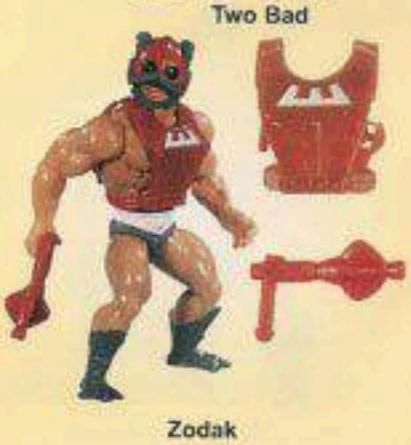
Tung Lashor

Twistoid

Two Bad

Webstor

Whiplash



Zodak

SSSqueeze

Saurod

Scare Glow (Ghost of Skeletor)

Skeletor

Skeletor (Battle Armor)

Skeletor (Dragon Blaster)

Skeletor (Laser Light)

Skeletor (Terror Claw)

Snake Face

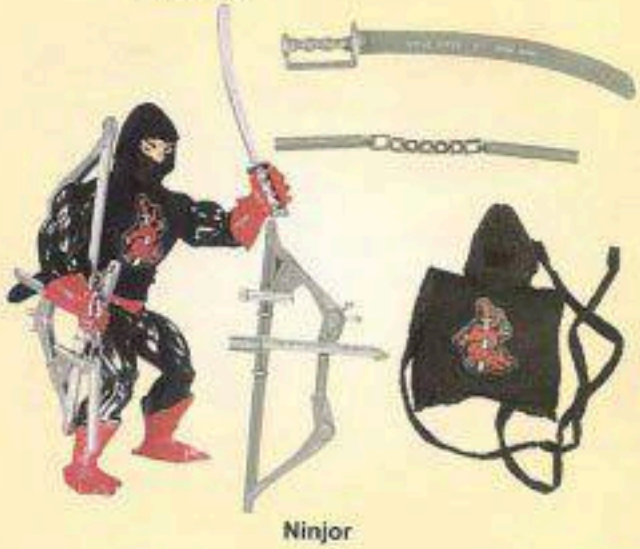
Snout Spout

The Sorceress

Spikor

Mossman

Multi-Bot



Ninjor

Orko

Prince Adam

Ram Man

Rattlor

Rio Blast

Roboto

Rokkon

Rotarr

Gwildor

He-Man

He-Man (Battle Armor)

He-Man (Flying Fists)

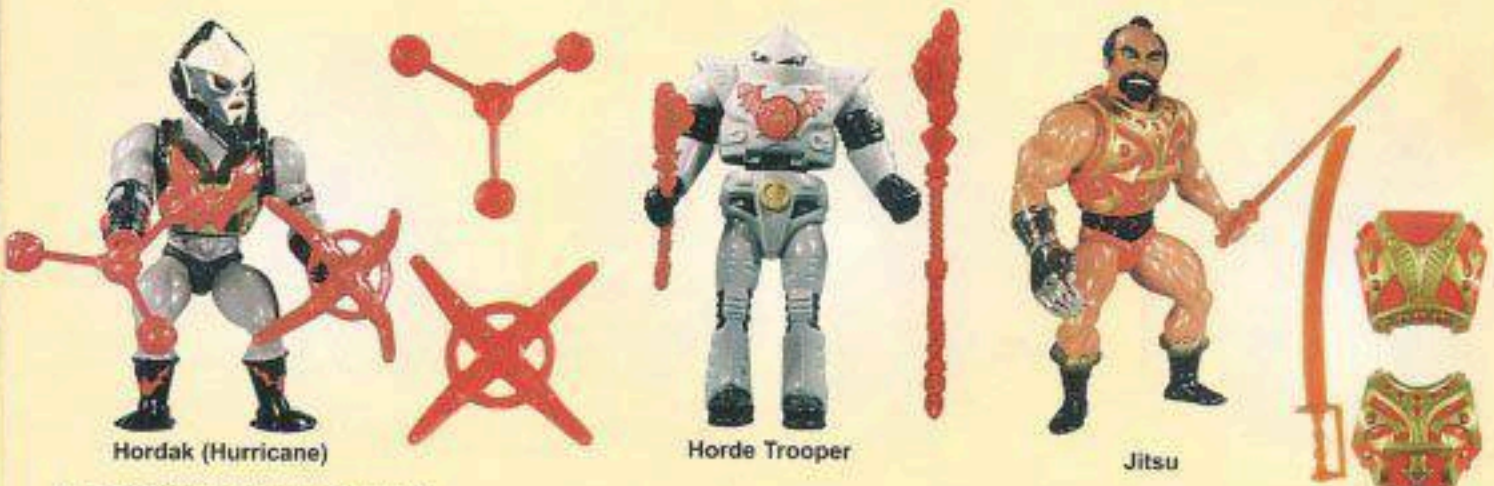
He-Man (Laser-Light)

He-Man (Thunder Punch)

He-Man (Wonder Bread)

Hordak

Hordak (Buzzsaw)



Hordak (Hurricane)

Horde Trooper

Jitsu

King Hiss

King Randor

Kobra Kahn

Leech

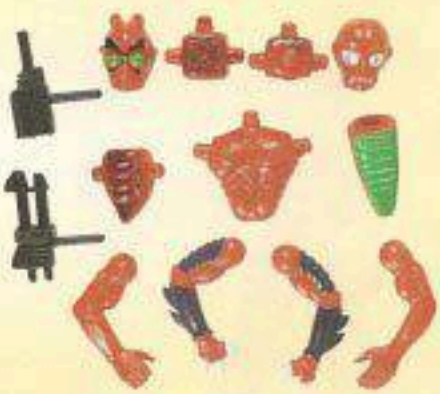
Man-At-Arms

Man-E-Faces

Mantenna

Mekaneck

Mer-Man



Modulok

Mosquitor

Beast Man

Blade

Blast-Attak

Buzz-Off

Clamp Champ

Clawful

Dragstor

Evil-Lyn

Extendar

Faker

Fisto

Grizzlor